



# PARTICIPANT FUNDRAISING GUIDE



# Welcome

Thank you for supporting the 2023 MK5K® benefiting Mary Kay Ash Foundation<sup>SM</sup>.

Did you know, 1 in 3 women will be diagnosed with some form of cancer in her lifetime and 1 in 4 women will experience some form of domestic violence? These aren't just women; they are our sisters, wives, mothers, aunts, colleagues, friends, and loved ones. Mary Kay Ash Foundation believes in creating a world where women are healthy, safe, and empowered. Our two-fold mission - funding cures for cancers affecting women and ending domestic violence - can make an impact on the lives of women everywhere.

By participating in the virtual challenge, you are helping us make an impact. This step-by-step guide makes it easy to fundraise online.

## What you will find in this guide

Four Steps to Start Fundraising	Page 3
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### Have questions?

We have a dedicated team ready to help you! If you need assistance, don't hesitate to email us at [mk5k@marykayashfoundation.org](mailto:mk5k@marykayashfoundation.org).

### Quick Facts!

\$92+ Million Donated  
2,700+ Domestic Violence Grants awarded  
270+ Cancer Research Grants awards

# Start Fundraising

## in Four Easy Steps

1

### REGISTER

- Register for the event
- With the provided username and password, access your Participant Center – the place for all of your fundraising efforts



#### Registration Summary

You have configured 1 registration.

<b>Mary Kay</b> Ash	
marykayash@marykayashfoundation.org 16251 Dallas Pkwy Addison, TX 75001-6801 [ Edit ]	
Participation Type:	\$35.00
<b>VIRTUAL PARTICIPANT -- MK5K® My Way</b>	
Extra Gift:	\$20.00
MK5K® Dog Registration/Bandana , 1 dog - \$5.00	\$5.00
Participant Total: \$60.00	
The current total cost is <b>\$60.00</b>	



Don't forget about me!

CANCEL REGISTER FAMILY MEMBER COMPLETE REGISTRATION

2

### PERSONALIZE YOUR PAGE

- Share your story and let people know why you are raising money for the MK5K®
- Help donors visualize the cause by adding pictures and videos

**Personal Page**

Personal Page URL: <http://support.marykayfoundation.org/goto/MaryKayAsh> [URL, Settings]

Title: Join me in supporting the MK5K® [Edit Content]

Body: In October, I am participating in the MK5K® event in support of a great organization - Mary Kay Ash Foundation. The Mary Kay Ash Foundation supports two very important causes, cancers that affect women and violence against women. These are important causes to me and I hope you will help by sponsoring me. You can click on the "Donate Now" button to make an online donation now. Thanks and I'll keep you posted of my progress!!

Photos/Video [Upload Media]

#### Join me in supporting the MK5K®

- Mary Kay Ash



In October, I am participating in the MK5K® event in support of a great organization - **Mary Kay Ash Foundation**. The Mary Kay Ash Foundation supports two very important causes, cancers that affect women and violence against women. These are important causes to me and I hope you will help by sponsoring me. You can click on the "Donate Now" button to make an online donation now. Thanks and I'll keep you posted of my progress!!

**DONATE NOW**

**JOIN MARY KAY'S TEAM!**

MY TEAM: Lucky 13

**Achievements**  
Earn your first achievement badge by raising \$250 or by making a personal donation!

Personal Progress:  
Mary Kay's Goal: \$500  
of Goal \$100 Raised

# Start Fundraising

## in Four Easy Steps

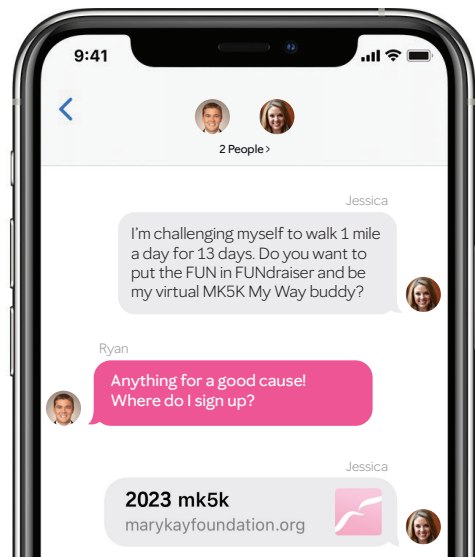
3

### ENCOURAGE FRIENDS/FAMILY TO REGISTER

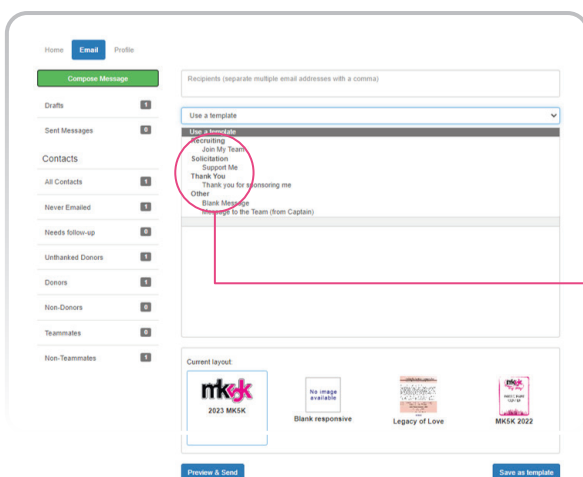
- Simply invite others to register at [marykayashfoundation.org/mk5k](http://marykayashfoundation.org/mk5k)
- Challenge your family and friends to compete with you on our new tracking app



Track your progress with the Good Move App



It's so easy! Check out your participant center for suggested emails.



\*Don't forget, you can always create or join a team. Check out our Team Captain Fundraising Guide for more information!

Subject:  
Support me and help women in need at the MK5K®

Message:



Dear Family and Friends,

Can I count on you to support me and help me reaching my fundraising target for the MK5K? All proceeds benefit the Mary Kay Ash Foundation whose mission supports eliminating cancers affecting women and ending domestic violence. You can't put a price on women's health and safety, but your generous contribution of any amount will make a difference.

The MK5K kicks off October 1st, but my race starts today – the race toward my fundraising target! Please support me in this important goal by visiting my fundraising page and making a tax-deductible donation today, or if you prefer, you can mail your contribution to the address listed below.

To mail in a donation: **Make all checks payable to Mary Kay Ash Foundation.**

Please include my name in the notes/memo section to ensure your donation is counted toward my fundraising goal.

Mail all donation checks to:  
Mary Kay Ash Foundation - MK5K  
P.O. Box 799044  
Dallas, Texas 75379-0044

Thank you for your support and I will keep you posted of my progress.

Sincerely,

A link to your Page will automatically be added to the bottom of your message.

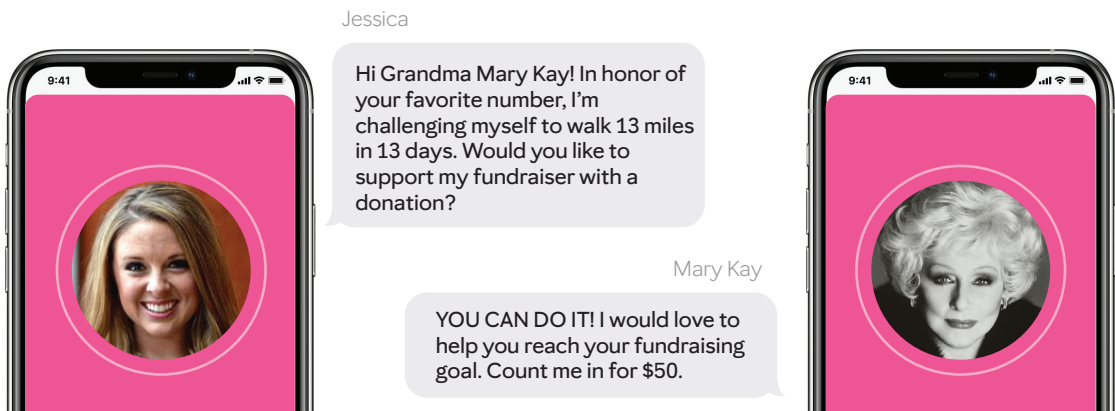
# Start Fundraising

## in Four Easy Steps

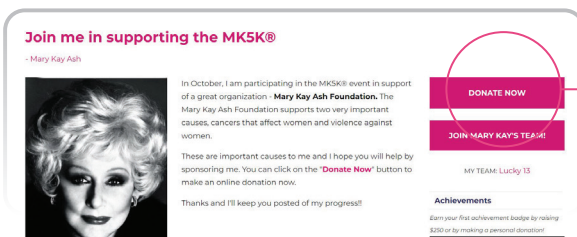
4

### ASK FOR DONATIONS

- Ask everyone you know for support
- Be BOLD in your asks – you aren't asking for yourself, you're asking to support a cause you care about



Aim high with your fundraising goal and be the first person to donate – participants who make their own personal donation and then ask friends and family to donate can raise up to 3x more money than other participants.

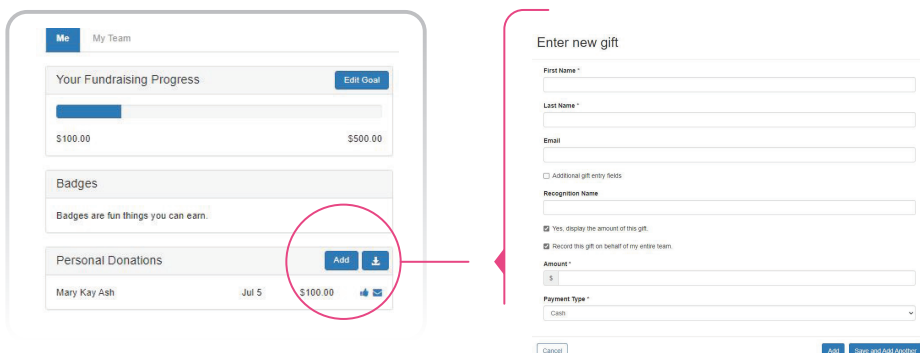


Always direct people to your PERSONAL FUNDRAISING PAGE to donate. If they donate through the link on the front of the event website, it might be configured as a general event donation and not appear on your behalf.

### Missing a donation?

If your fundraising page is a missing donation, you can email [mk5k@marykayashfoundation.org](mailto:mk5k@marykayashfoundation.org).

### Receive an offline donation?



Offline donations can be mailed to the address below:

Mary Kay Ash Foundation  
ATTN: 2023 MK5K®  
P.O. Box 799044  
Dallas, Texas 75379-9044

# Top Fundraising Tips

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**Set a fundraising goal** and share with friends and family, so that they can help you reach it!

**Make the first contribution to yourself** and show supporters that you are personally committed.

**Personalize your message.** Your supporters want to hear why you care. We have templates for your fundraising pages and email, but a personalized message will make your request stand out.

**Ask 10 friends for \$10.** A \$10 donation is a no brainer for most people. You'll find your donations increase faster if you ask for a specific amount instead of an open-ended donation.

**Identify your networks of support.** Your network is bigger than you realize. Take time to map out your connections and consider who to reach out to and how.

**Seek out matching gift programs.** Ask your donors if they work for a company with a matching gift program, which is a great way to double your donations! Be sure to check with your own employer to see if they match donations too.

**Thank your supporters with a shout out.** When someone makes a donation, post a thank you on your Facebook page and tag the donor to recognize them. Your post will remind others to donate and can encourage new donors!

**Inspire by sharing the impact of donations.** Learn more about what Mary Kay Ash Foundation is doing to end domestic violence and cancers affecting women.

# Using Social Media

Social media is a great way to spread the word about your fundraising and reach people in your network.

## TIPS FOR FUNDRAISING ON SOCIAL

### Post Updates to Your Social Media

Share your race participation and fundraising efforts on your social media to help spread the word. Share updates often and be sure to link to your fundraising page in every post. You can find simple share copy for Facebook, Twitter and Instagram as well as images to share on the MK5K® Website.

### Tell Your Story

Let your friends and family know why you are participating in the MK5K®. Use the provided Instagram story template to share who you are participating for or share a video of your testimony. Be sure to include a link to your fundraising page or tell them how to join your team.

### Fundraise on Instagram

Is Instagram stories more your style? Share your participation in the MK5K® and add a fundraising button. Follow the steps below to add a donate button for Mary Kay Ash Foundation to your Instagram stories.



For more ideas and shareable assets, check out our [Social Media Resources](https://marykayashfoundation.org/mk5k) at [marykayashfoundation.org/mk5k](https://marykayashfoundation.org/mk5k).